

ABSTRACT

**THE EFFECT OF PRICE AND SALES PROMOTION ON
PURCHASE DECISION WULING CAR IN BANDAR LAMPUNG**

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Wuling is a brand of car from Tiongkok, China. Wuling entered to Bandar Lampung at 2018 year. Wuling facing the problem because the competitive of brand automotive has increase that the price and sales promotion being consider to purchasing product. The purpose of this research is knowing the effect of the effect of price and sales promotion on purchase decision wuling car in bandar lampung. Data collecting method in this research was using indepth interview and questionnaire. The total sample of this research is 100 respondent were wuling car customer trough non probability sampling method and purposive sampling technique. This research is quantitative research using multiple linier regression. The result of this research were the is positive effect of price and sales promotion variable on purchase decision. Wuling must considering the price with customer needed, besides wuling decided appropriate sales promotion to attract consumers that it can be increase purchase decision.

Keywords : Price, Promotion, Purchase Decision.

